

## **Ben Thompson:**

Senior UX/UI/Creative Leadership | Strategic Digital Product Design

Recent Positions:

- **Principal UX Lead/UX Team Manager** | Kaiser Permanente 08.2016 - present
- **Director of User Experience** | Barnes & Noble Education/Yuzu | 11.2014 – 05.2016

Strengths:

- Synthesis of business needs and UX design
- User-focused UX, IA, and interaction design
- Workflow and strategic UX planning
- Art direction and visual design
- Team management and mentorship
- Systems-level design process thinking
- Sketch, Figma, Adobe Creative Suite; other tools as needed

**Principal UX Lead/UX Team Manager** | Kaiser Permanente | 08.2016 – present

**Principal UX Lead** for COVID-19 Vaccine Response, Manage My Health Condition and 'Be Healthy' areas of KP.org. Previously Principal UX Lead for Coverage and Costs, Medical Records, and Messaging centers of KP.org. I work closely with product groups, stakeholders, development leads, and UX teams to create frictionless, easy to use experiences for Kaiser members.

- I manage a team of eight senior UX designers working on multiple initiatives
- Managed Kaiser's rapid COVID-19 vaccine response UX team working directly with the Kaiser Chief Digital Officer in coordination with Biden administration and State of California
- I collaborate across UX and development groups to ensure that all work complies with design and functional standards as well as ADA and legal requirements
- I work across diverse groups of stakeholders (senior leadership, clinical, financial, and systems subject matter experts, developers, and product teams) to translate complex clinical and organizational requirements into UX design deliverables
- I work with Analytics and User Research teams to develop data-based design solutions
- I communicate across teams to develop and refine communication and processes

**Director of User Experience** | Barnes & Noble Education/Yuzu | 11.2014 – 05.2016

Developed the look, feel, and function of the Yuzu product for iOS, Web, Android, Windows, and Mac environments. Designed a platform for evolution of the product from a textbook reader into a fully featured learning tool.

- Managed end-to-end product and feature redesign, created visual and UX product guidelines
- Managed a team of UX designers, visual designers, and UX Researchers. Inherited a challenged department and built it into a productive, effective, and collaborative team.
- Created system and process tools for tracking hundreds of unique features and assets for implementation over five platforms.
- Worked in JIRA and wiki environments to catalog and review features for access and comment across all company groups; facilitated close early collaboration with Product, Engineering, and QA as customers for the redesign and the UX work product
- Developed product to specifications of Yuzu and Barnes & Noble roadmap and business requirements

**Senior User Experience Designer** | Cengage Learning | 03.2014 – 10.2014

- Lead UX and Product Designer for multiple online college courses
- Developed an online/hybrid fully adaptive learning product for the ASU Psychology Department
- Concept and execution of new user-centered content for a proprietary online learning system platform
- Work included UX/UI design, concept sketches, wireframing and prototyping; user research, user testing

### **Project Manager, Designer** | Burning Man Project/Black Rock City LLC | 01.2011 – 08.2013

- Assisted in establishing this fledgling 501(c)(3) created by the founders of Burning Man
- Chaired a committee exploring development rural retreat center; fundraising and donor relations
- Evaluation of business and fundraising models, consultation on back-office systems and processes
- Financial management for Burners Without Borders 2012 Hurricane Sandy Relief Effort

### **Design Director** | Prophet | 04.2011 – 04.2012

- Founded Prophet's first San Francisco-based creative team
- Served HP's Snapfish division in support of a \$2M rebranding and repositioning project
- Creative direction: print and online catalogs, banner ads, email
- Art direction of seasonal photo shoots (on location, with multiple models and products)
- Sourced, hired, and managed design, copywriting, traffic, and project management staff
- Facilitated collaboration between SF and NY creative teams

### **Creative Director** | Bleu Marketing | 02.2009 – 10.2010

- Creative direction and design client contact for customers at Cisco, Snapfish, Hewlett-Packard
- Principal UX/UI designer, worked closely with developers to ensure accurate results
- Reorganized and managed existing design team to bring it into profitability
- Proposal writing, budgeting, and scheduling; updated departments systems and processes

### **Creative Director, Founder** | Saltmine Creative, Inc. / The Lux Group | 04.1995 – 01.2009

Co-founded these Seattle-based digital agencies specializing in UX/UI design, multimedia, software development, and visual and written communications

- Built and managed UX/UI, design, development, and project management teams in Seattle and London
- Managed client relationships, project management, and business relationships with Fortune 500 clients
- Established London branch office in 1998 and a Chicago branch in 2001
- Managed yearly group and client budgets in excess of \$2M; gross sales of \$90M between 1995 and 2009
- Recipient of the Ernst and Young Entrepreneur of the Year Award, 1998
- Clients included Microsoft, British Petroleum, CSPAN, The PGA Tour, IBM, Muzak, and many others

### Professional Activities and Awards:

- Ernst and Young Entrepreneur of the Year (Internet Category)
- Seattle Central Community College: Information Technology Advisory Committee
- Shoreline Community College: Design Program Industry Mentor
- University of Washington: Speaking engagements with design, advertising, and library science classes
- Department of Public Works Volunteer, the Burning Man Project 2009 - present

### Education / Training

- Silicon Valley Product Group: SVPG Product Design Workshop
- AJ Smart Design Sprint Training
- SAFE Scaled Agile Product Owner/Manager training 201
- Burnley School of Design / Art Institute of Seattle
- Whitman College

Case studies of select projects are available to review.